

FIG. 1A

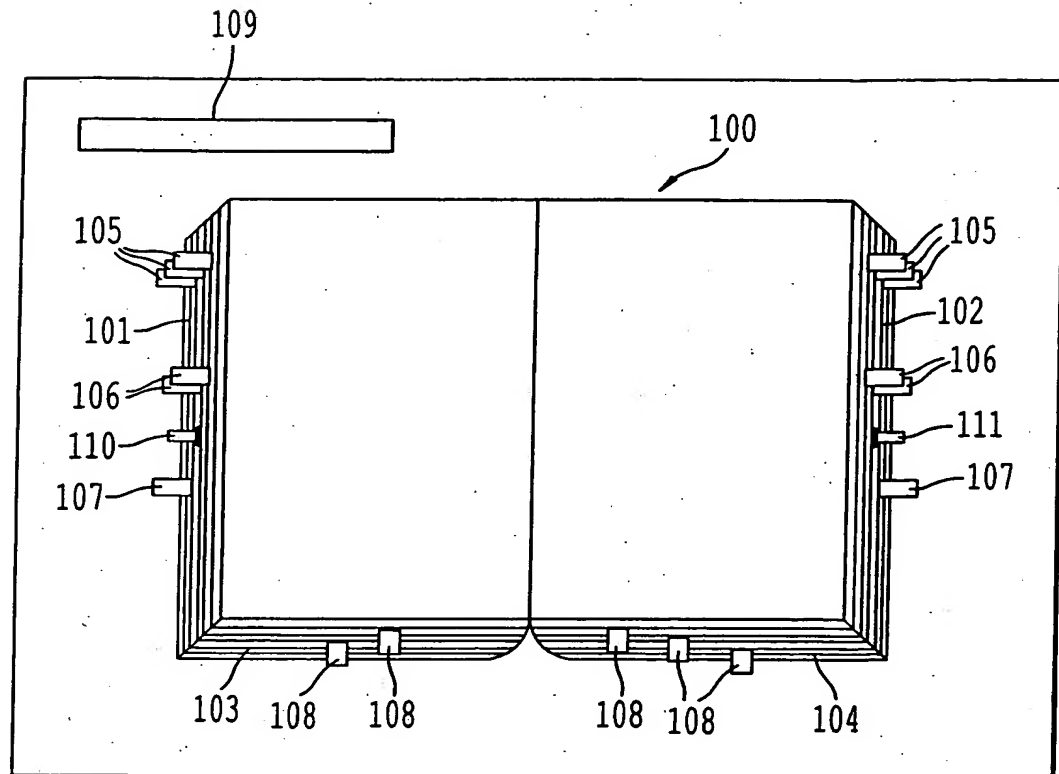
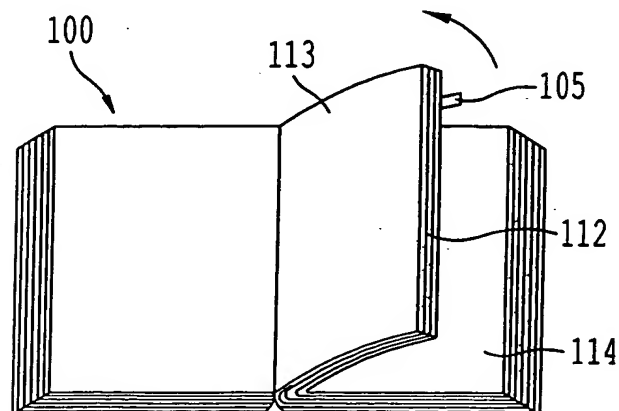


FIG. 1B



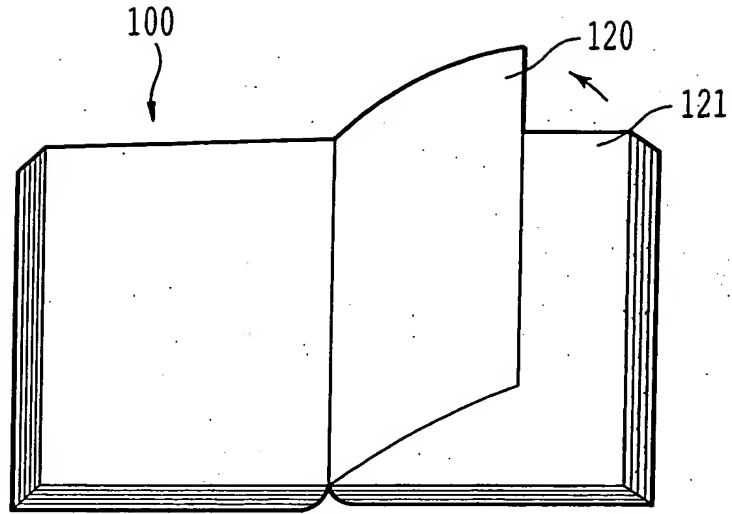


FIG. 1C

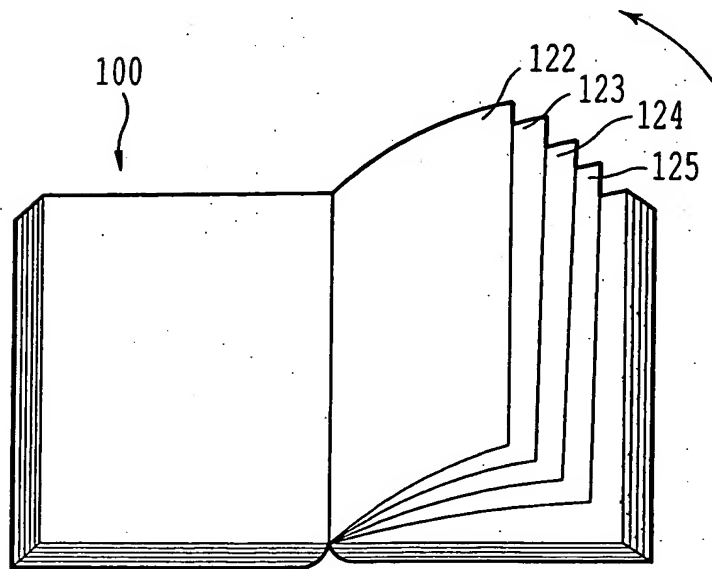


FIG. 1D

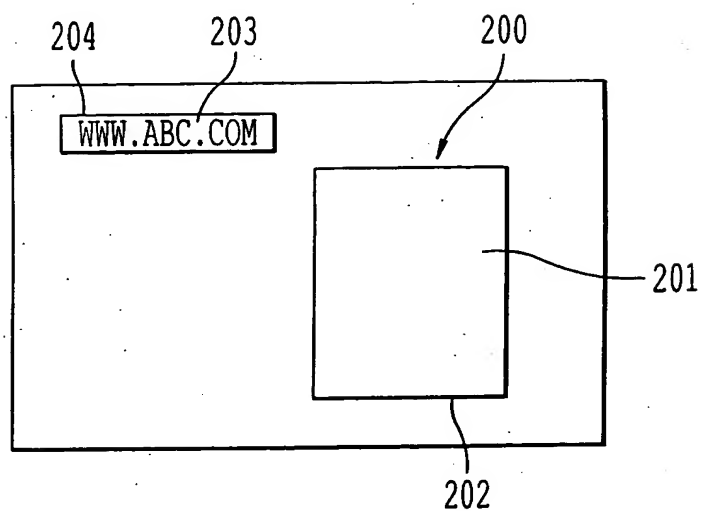


FIG. 2A

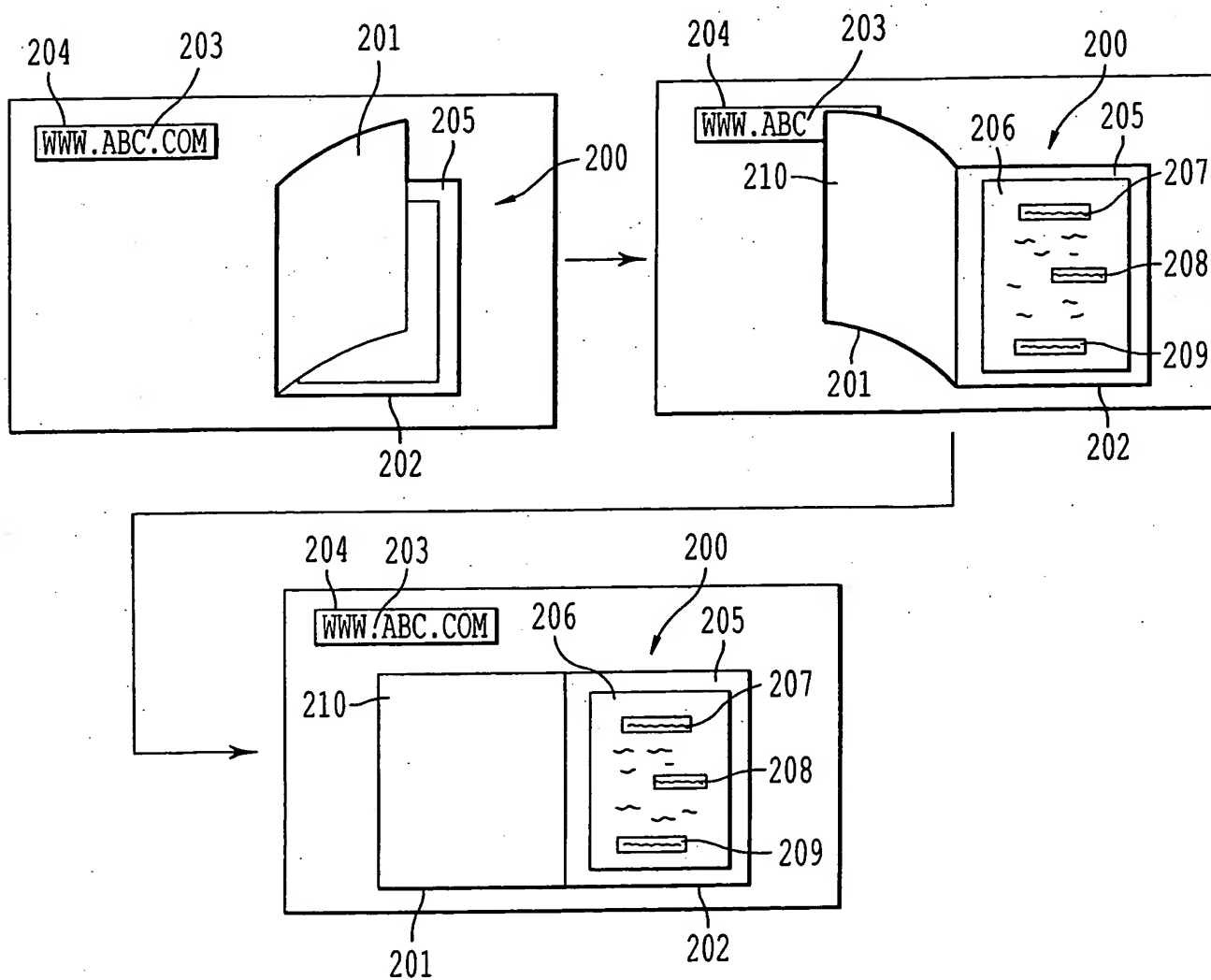


FIG. 2B

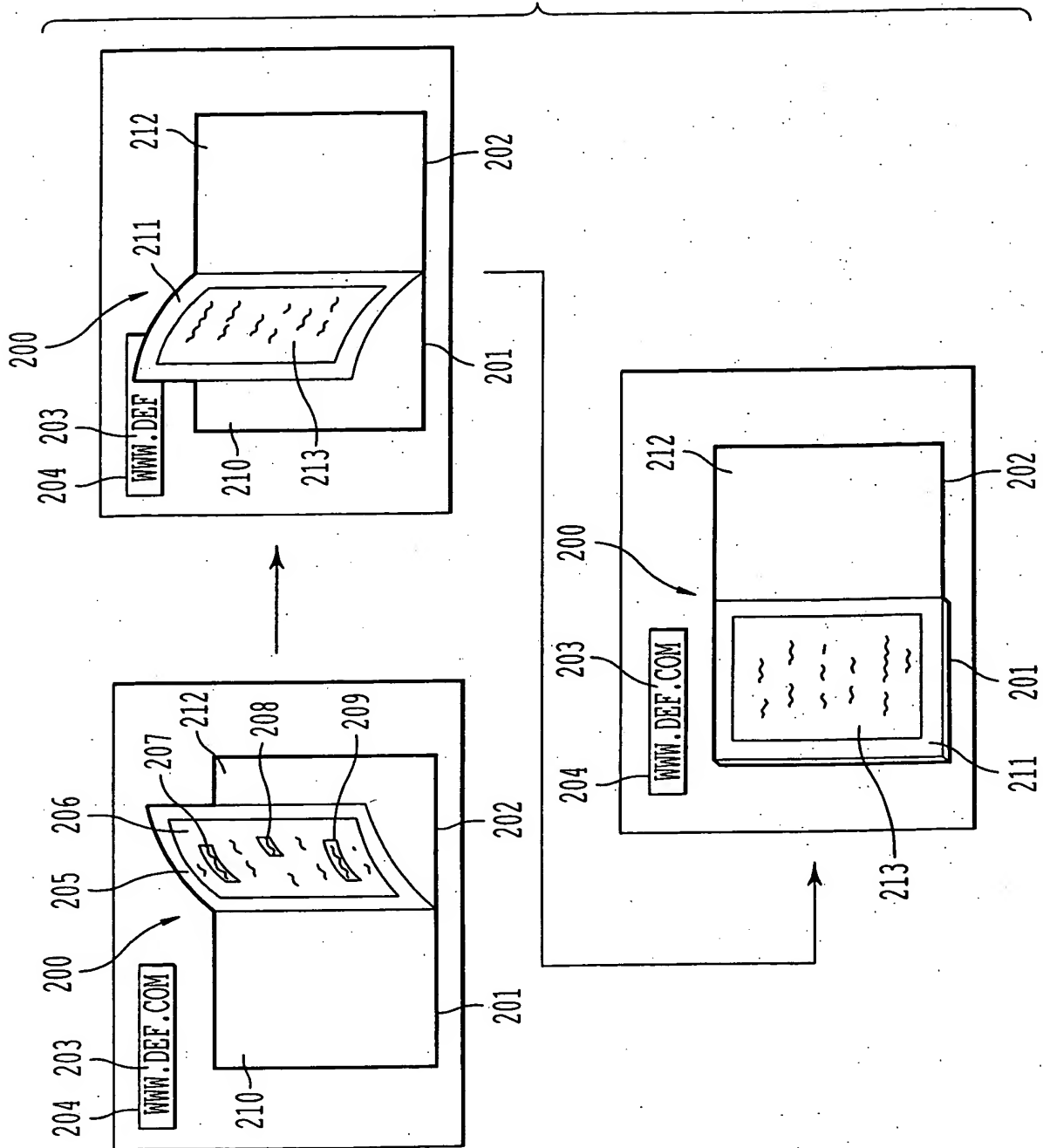


FIG. 2C

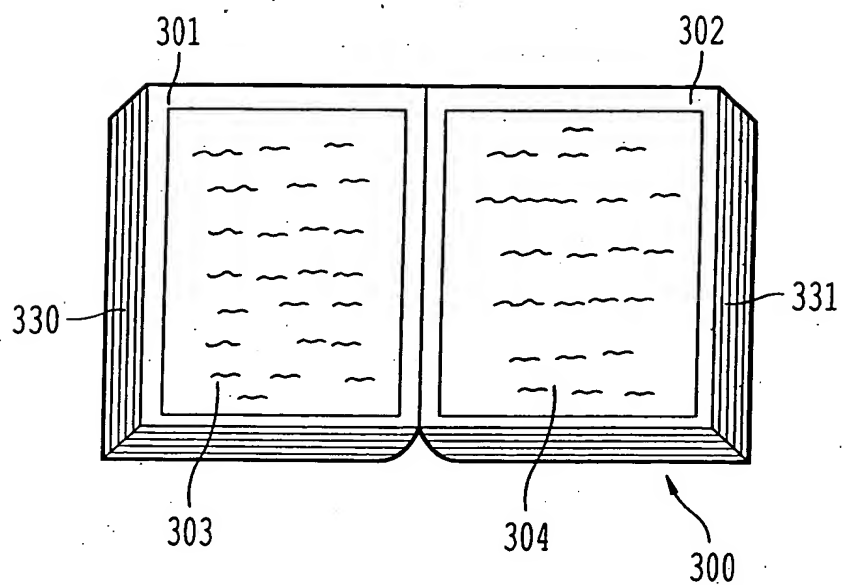


FIG. 3A

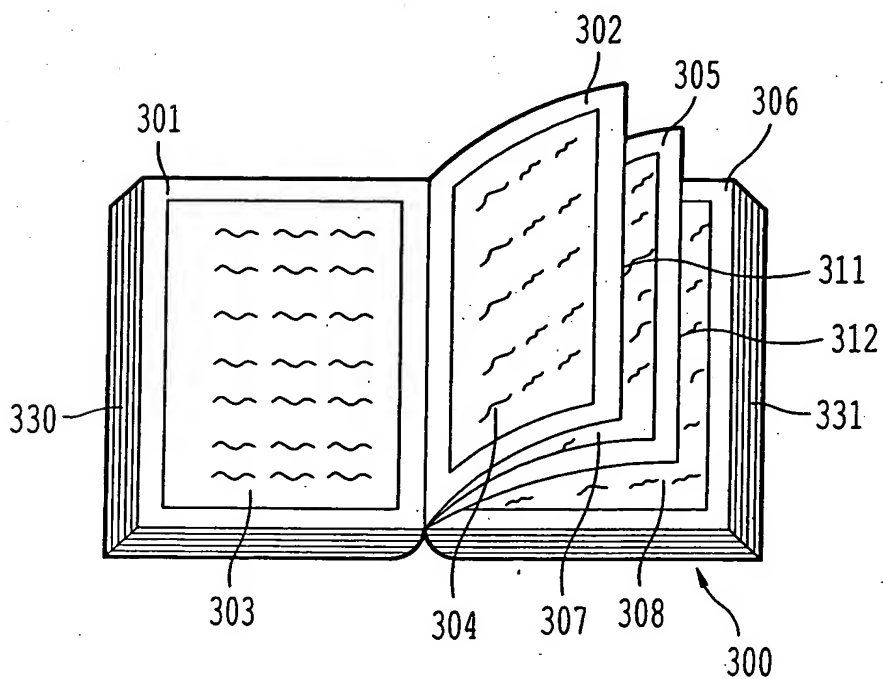


FIG. 3B

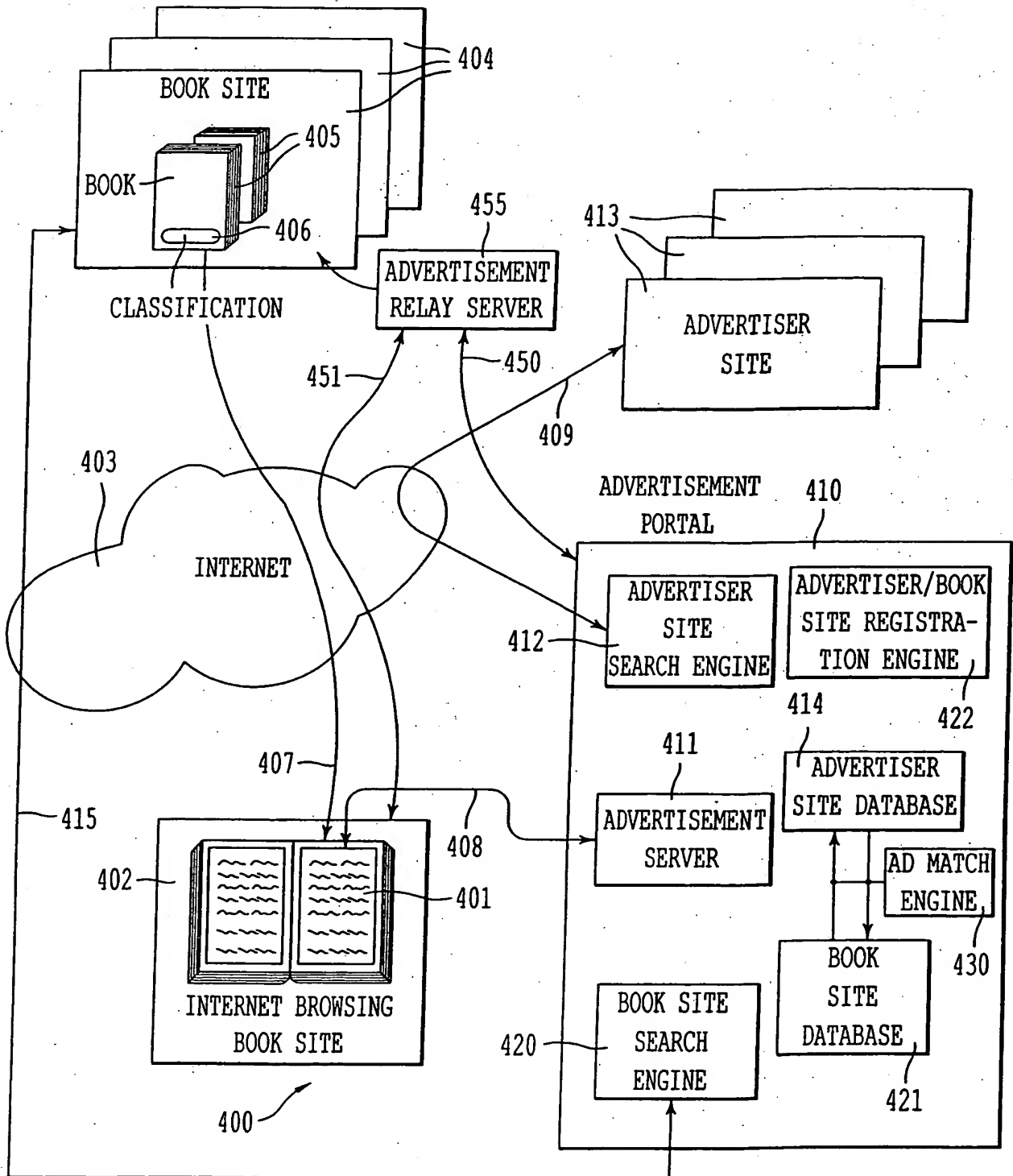


FIG. 4

501

ADVERTISEMENT REQUEST (PULL)

SPECIFIC	CATEGORY
<input type="radio"/> 502	<input type="radio"/> 503
NAME	NAME
<input type="text"/> 504	<input type="text"/> 505
TIME OF DISPLAY	<input type="text"/> 506
LENGTH OF DISPLAY TIME	<input type="text"/> 507
DIMENSION OF AD.	<input type="text"/> 508
POSITION IN BOOK	<input type="text"/> 509
RATES OFFERED	<input type="text"/> 510
<input type="button" value="GO"/> 511	

FIG. 5A

531

ADVERTISEMENT OFFER (PUSH)

SPECIFIC	CATEGORY
<input type="radio"/> 532	<input type="radio"/> 533
NAME	NAME
<input type="text"/> 534	<input type="text"/> 535
TIME OF DISPLAY	<input type="text"/> 536
LENGTH OF DISPLAY TIME	<input type="text"/> 537
DIMENSION OF AD.	<input type="text"/> 538
POSITION IN BOOK	<input type="text"/> 539
RATES REQUESTED	<input type="text"/> 540
<input type="button" value="GO"/> 541	

FIG. 5B

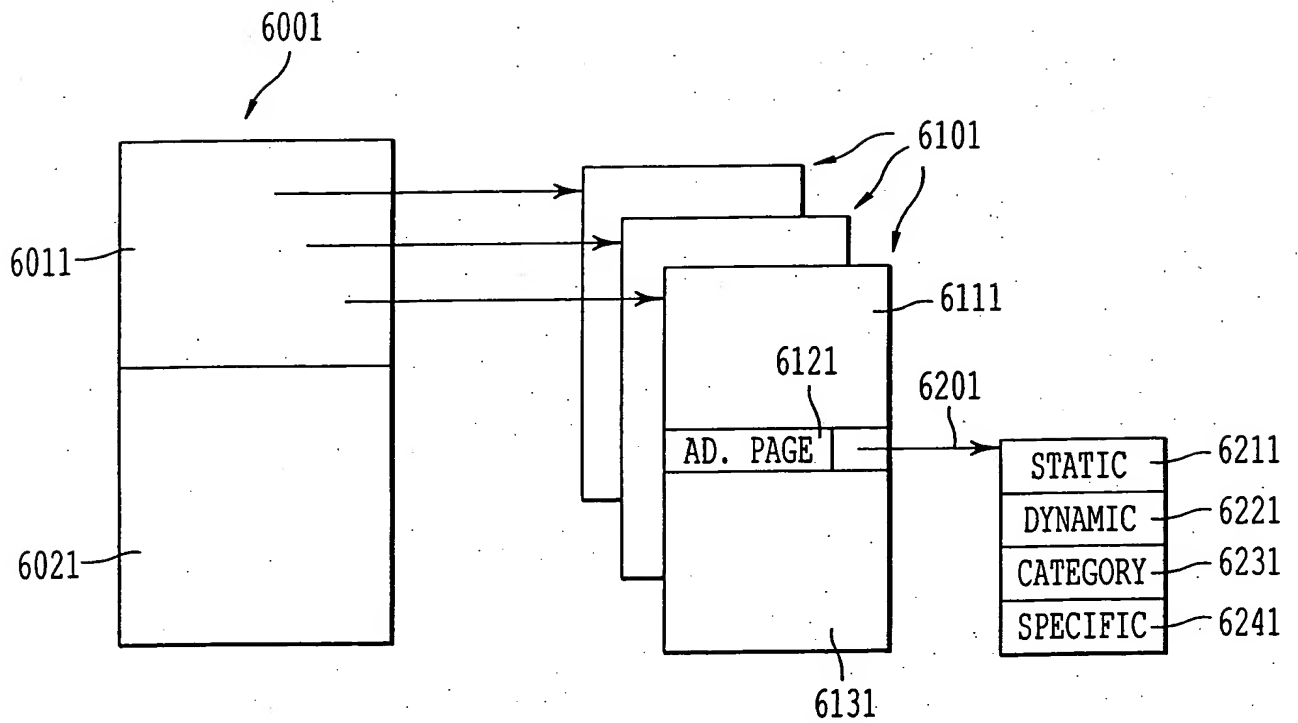


FIG. 6

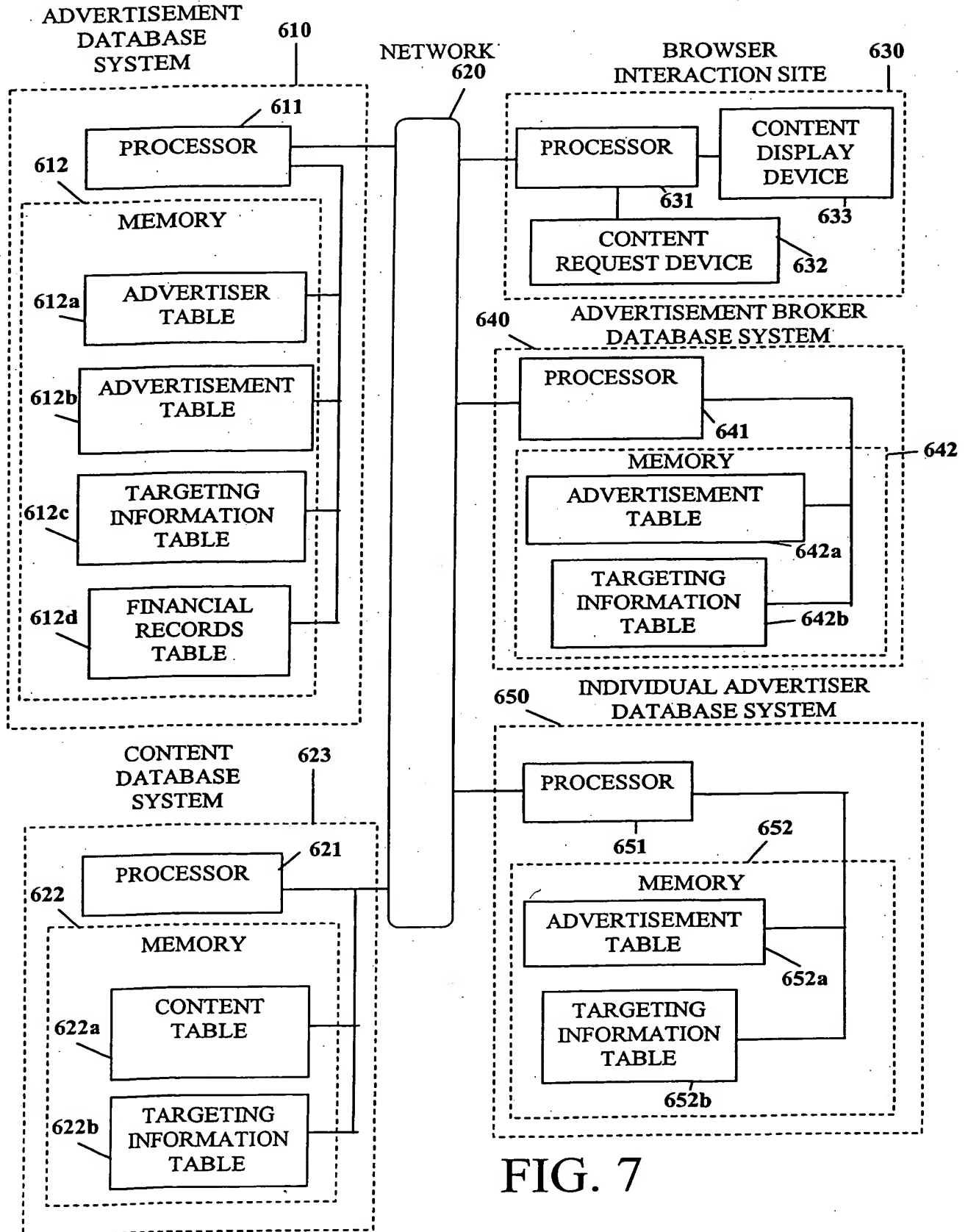


FIG. 7

DATA RECORD A	
START INDICATOR	710a
RECORD ID #	710b
ADVERTISEMENT NAME	710c
DEMOGRAPHIC FACTOR 1	710d
DEMOGRAPHIC FACTOR 2	710e
DEMOGRAPHIC FACTOR N	710f
END INDICATOR	710g

← 710

FIG. 8a

DATA RECORD B	
START INDICATOR	720a
RECORD ID #	720b
CONTENT NAME	720c
DEMOGRAPHIC INFO 1	720d
DEMOGRAPHIC INFO 2	720e
DEMOGRAPHIC INFO 3	720f
DEMOGRAPHIC INFO N	720g
END INDICATOR	720h

← 720

FIG. 8b

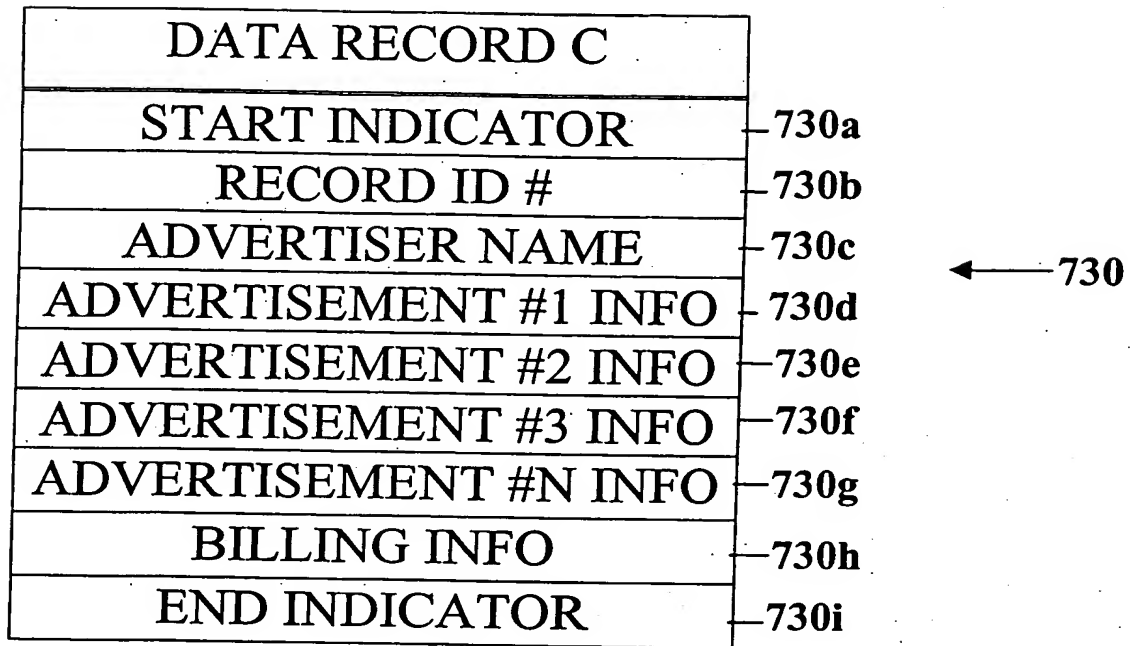


FIG. 8c

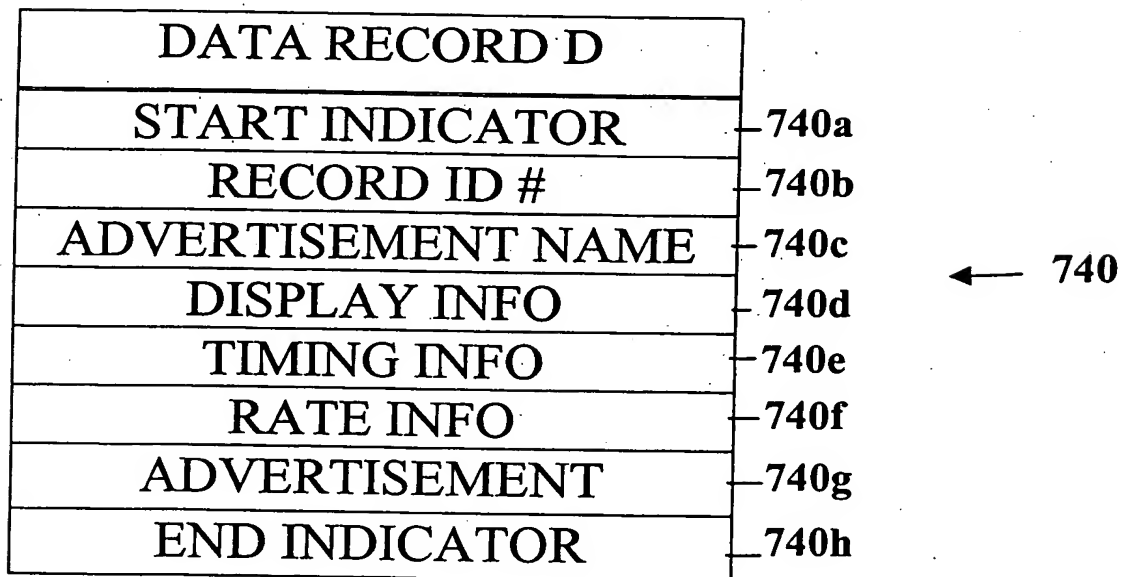


FIG. 8d

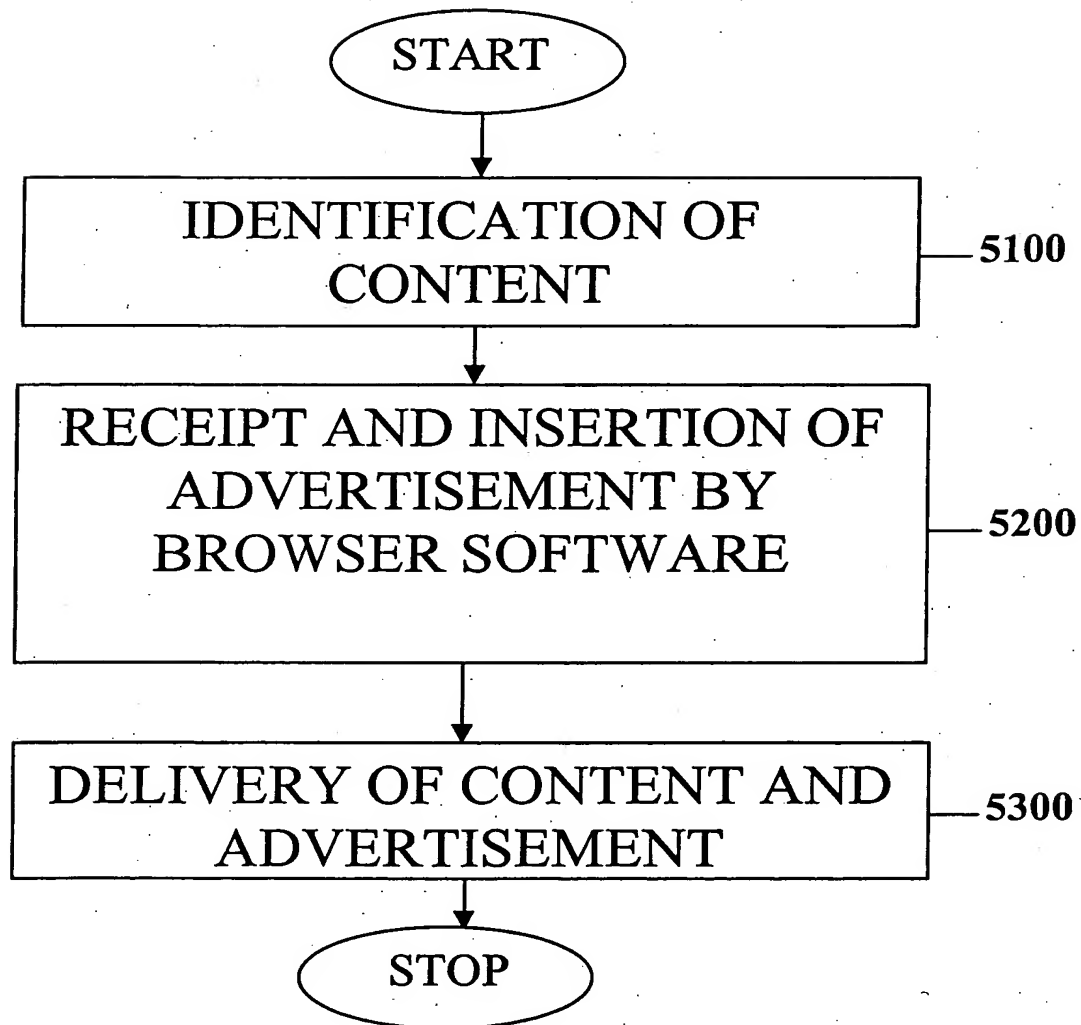


FIG. 9

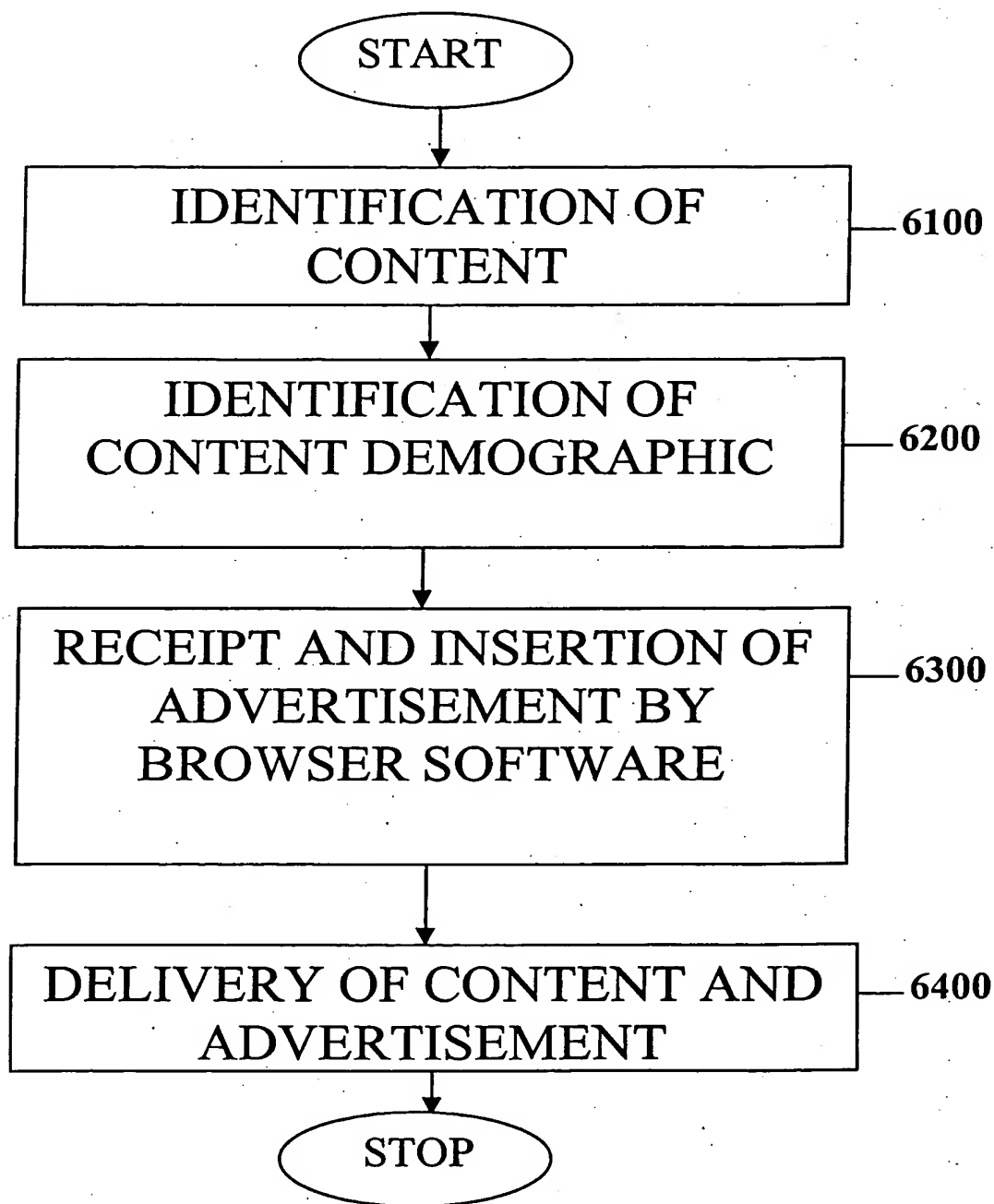


FIG. 10

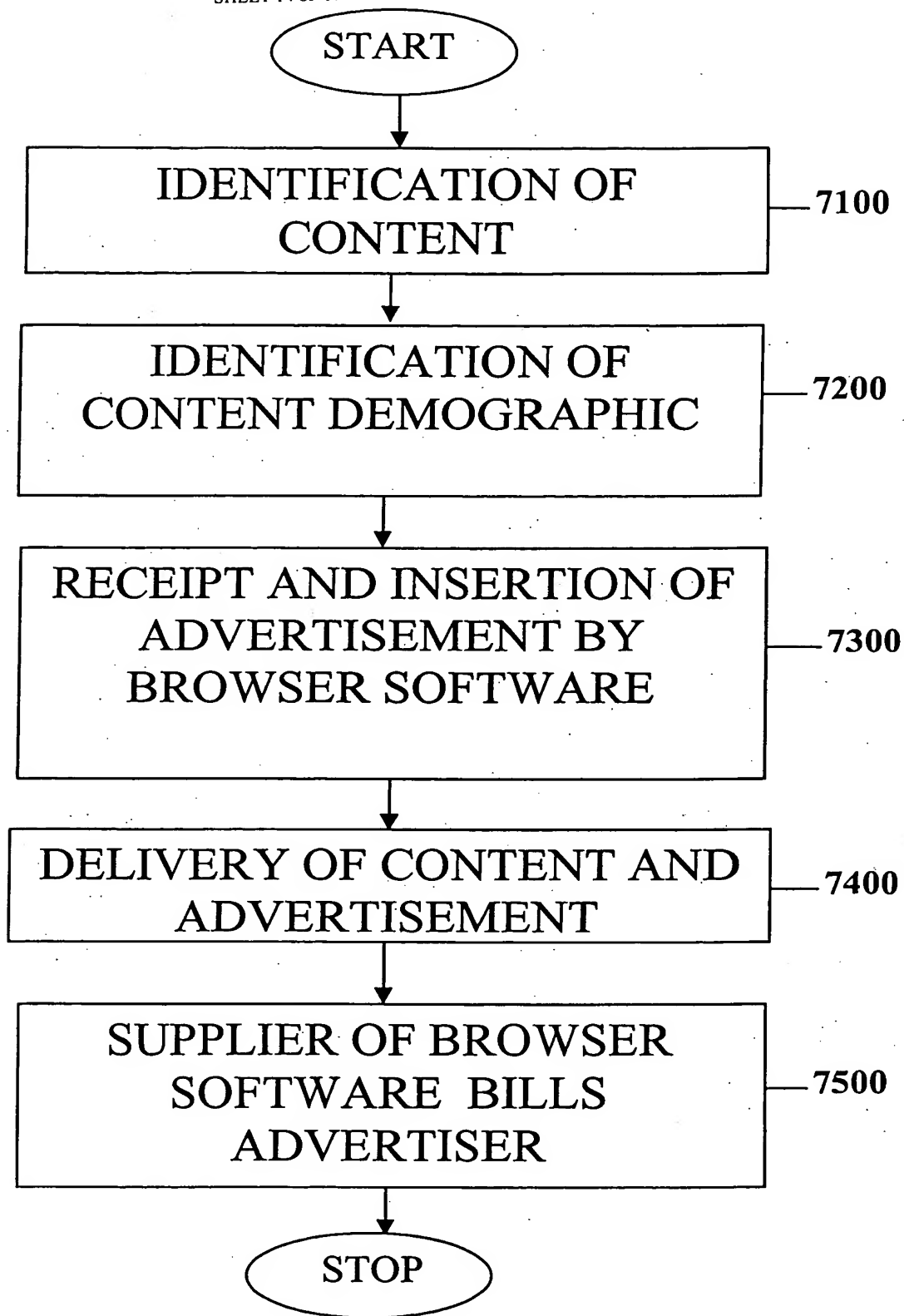
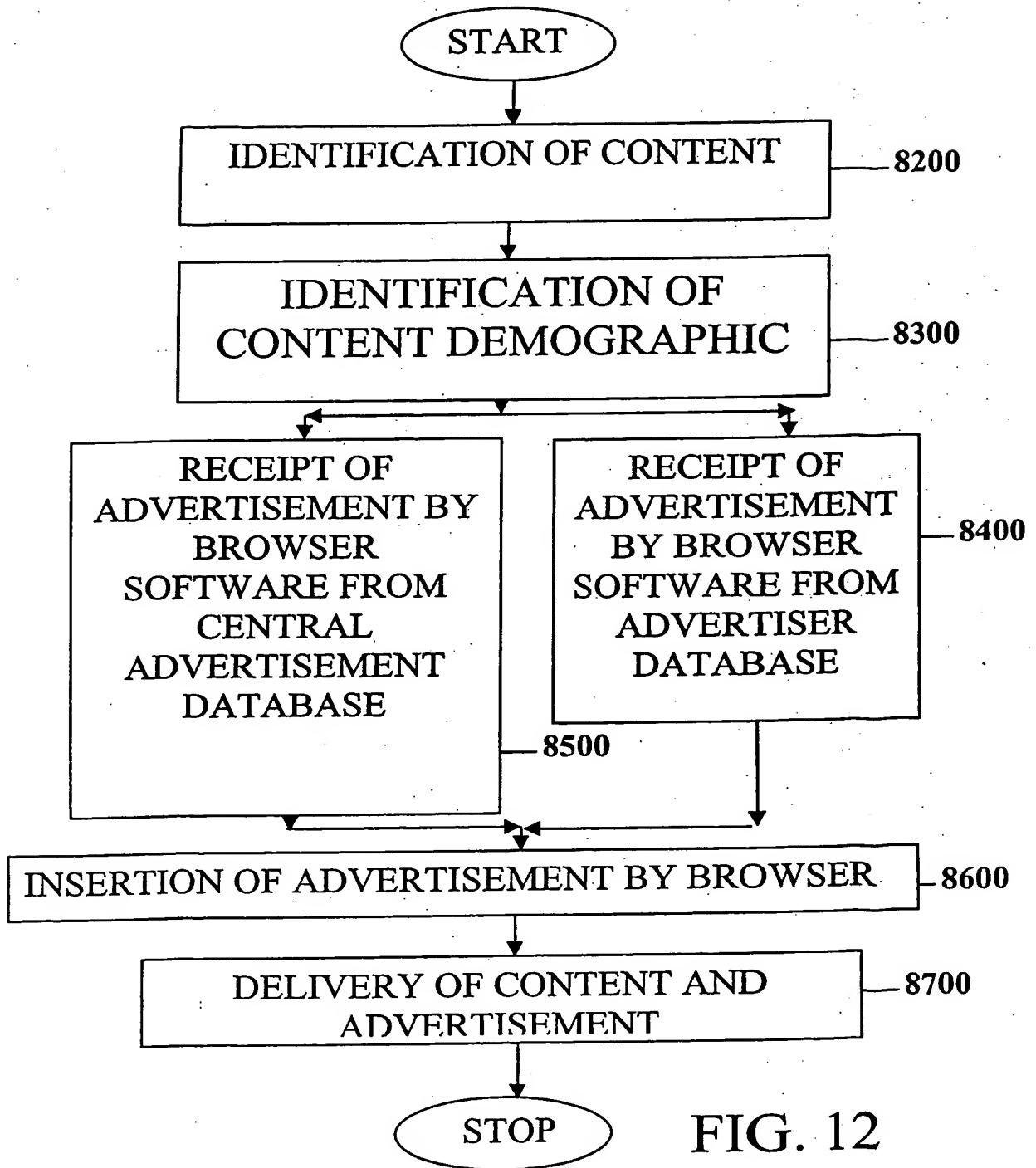


FIG. 11



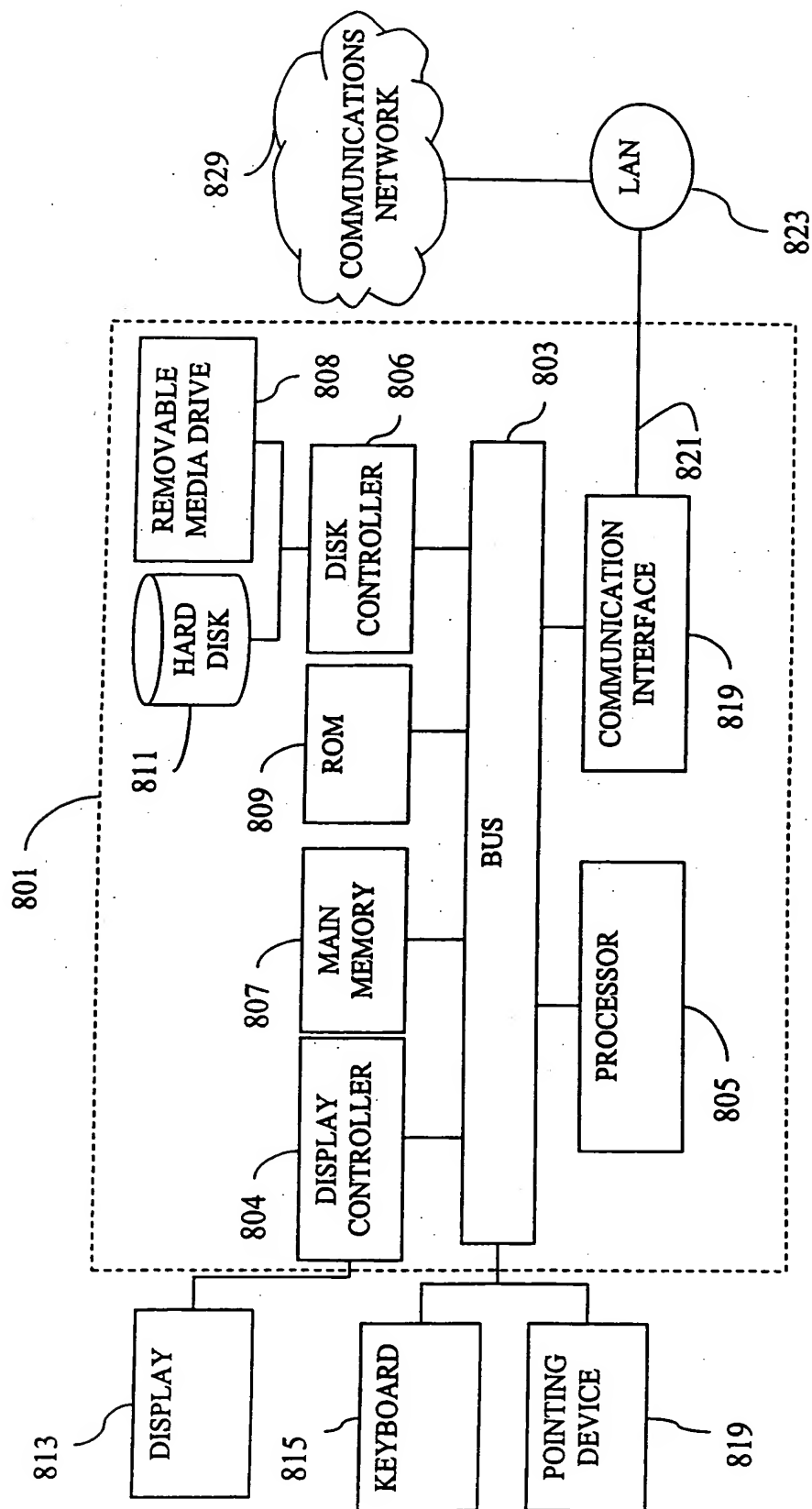


FIG. 13

	TRADITIONAL BOOKS	NEWSPAPERS/MAGAZINES	TELEVISION/MOVIES	INTERNET DATA TRANSMISSION
DO THEY ADVERTISE ... OTHERS?				
	SELF?	OTHERS?	SELF?	OTHERS?
CONTENT CREATOR	AUTHOR	STAFF AUTHORS PRIVATE AUTHORS	STATION STUDIOS PRIVATE STUDIOS	AUTHORS STUDIOS ETC.
CONTENT "PUBLISHER"	BOOK PUBLISHER	MAGAZINE/ NEWSPAPER PUBLISHER	TV NETWORKS/STATIONS	WEB PUBLISHER
DISPLAY DELIVERY	BOOK PRINTER BOOK DISTRIBUTOR	PRINTER DISTRIBUTOR	"BROADCASTER" TV/THEATER MANUFACTURER	WEB HOST ISP BROWSER PRODUCER MONITOR MANUFACTURER
	Y Y	Y Y	Y Y	Y Y
	Y N	Y Y	Y Y	Y Y
	Y N	Y Y	Y Y	Y Y
	N N	N N	Y Y	N N
	N N	N N	Y N	Y Y
				Y N
				Y N

FIG. 14
PRIOR ART